

sources of our voluntary charitable organizations were most severely taxed. What ground is there for expecting better conditions when the unhealthy stimulus of the war has spent its force and our industries and workmen are exposed to the competition of an energized Europe?

It is plain that we must have protective upbuilding policies. It is idle to look for relief to the democratic party, which as late as 1912 declared in its platform that it was "a fundamental principle of the democratic party that the federal government under the constitution had no right or power to impose or collect tariff duties except for the purpose of revenue." We are told in its present platform that there have been "momentous changes" in the last two years, and, hence, repudiating its former attitude, the democratic party now declares for a "non-partisan tariff commission." But have the "momentous changes" incident to the European war changed the constitution of the United States? Is it proposed to use a tariff commission to frame a tariff for revenue only? Is the opposing party ready to confess that for generations it has misread the constitution? Is that party now prepared to accept the protective principle? Rather, so far as the tariff is concerned, it would appear to be without principle. Witness its action in connection with the sugar duties, its reaffirmation of the doctrine of a revenue tariff, its dyestuffs proposal, and its formulation in lieu of protective duties, of an "anti-dumping" provision, the terms of which are sufficient to show its ineffective character!

THE PROTECTIVE TARIFF

The republican party stands for the principle of protection. We must apply that principle fairly, without abuses, in as scientific a manner as possible; and congress should be aided by the investigations of an expert body. We stand for the safeguarding of our economic independence, for the development of American industry, for the maintenance of American standards of living. We propose that in the competitive struggle that is about to come the American workman shall not suffer.

The republican party is not a sectional party. It thinks and plans nationally. Its policies are for the promotion of the prosperity of every part of the country, south, east, north, and west. It is not simply a question of a wise adjustment of the tariff in accordance with sound principle, but there is also the need in other respects for stable conditions for commercial and industrial progress. If we are to meet effectively the conditions which will arise after the war is over, we must put our house in order. Let it be understood that the public right is to be maintained without fear or favor. But let us show that we can do this without impairing the essential agencies of progress.

There is no forward movement, no endeavor to promote social justice, which in the last analysis does not rest upon the condition that there shall be a stable basis for honest enterprise. This subject has several important phases to which at this time I can allude only briefly. We should place our transportation system on a sure footing. We should be able wisely to adjust our regulative powers so that the fundamental object of protecting the public interest can be fully secured without uncertainties or conflicts and without hampering the development and expansion of transportation facilities. This national end may be accomplished without the sacrifice of any interest that is essentially local, or without weakening public control.

Our present system is crude and inadequate.

COMMERCE, INDUSTRY, SHIPPING

Moreover, in the severe economic struggle that is before us, and in seeking, as we should, to promote our productive industries and to expand our commerce—notably our foreign commerce—we shall require the most efficient organization, quite as efficient as that found in any nation abroad. There must be no unnecessary wastes and no arbitrary obstructions. We have determined to cut out, root and branch, monopolistic practices, but we can do this without hobbling enterprise or narrowing the scope of legitimate achievement. Again, we must build up our merchant marine. It will not aid to put the government into competition with private owners. That, it seems to me, is a counsel of folly. A surer way of destroying the promise of our foreign trade could hardly be devised. It has well been asked, Does the government intend to operate at a profit or at a loss? We need the encouragement and protection of government for our shipping industry, but it can not afford to have the government as a competitor.

We stand for the conservation of the just interests of labor. We do not desire production or trade or efficiency in either, for its own sake, but for the betterment of the lives of human beings. We shall not have any lasting industrial prosperity unless we buttress our industrial endeavors by adequate means for the protection of health, for the elimination of unnecessary perils to life and limb, for the safeguarding of our future through proper laws for protection of women and children in industry, for increasing opportunities for education and training. We should be solicitous to inquire carefully into every grievance, remembering that there are few disputes which can not easily be adjusted if there be an impartial examination of the facts. We make common cause in this country not for a few, but for all, and our watchword must be co-operation not exploitation. No plans will be adequate save as they are instinct with genuine democratic sympathy.

FEDERAL COMPENSATION LAW

I stand for adequate federal workmen's compensation laws, dealing not only with the employees of government, but with those employees who are engaged in interstate commerce and are subject to the hazard of injury, so that those activities which are within the sphere of the constitutional authority of congress may be dealt with under a suitable law.

We propose to promote by every practicable means our agricultural interests, and we include in this program an effective system of rural credits. We favor the wise conservation of our natural resources. We desire not only that they shall be safeguarded, but that they shall be adequately developed and used to the utmost public advantage.

We turn to other considerations of important policy. One of these is our attitude toward the Philippines. That, I may say, is not a question of self-interest. We have assumed international obligations which we should not permit ourselves to evade. A breach of trust is not an admissible American policy, though our opponents have seemed to consider it such. We should administer government in the Philippines with a full recognition of our international duty, without partisanship, with the aim of maintaining the highest standards of expert administration, and in the interest of the Filipinos. This is a matter of national honor.

FAVORS VOTES FOR WOMEN

I indorse the declaration in the platform in favor of woman

The Soda Fountain
An American Institution

Did you ever stop to realize that the soda fountain is as much an American institution as the sausage is a German institution, "French Bread" is an institution in France and the Plum pudding an English institution? And the funny part of it all is that though one seldom sees a soda fountain in Europe (and then only for the sake of attracting American tourist trade) just as soon as a foreigner gets to this country he too seems to learn to love the soda fountain.

But, if you are old enough to look back a few years you will remember that only comparatively recently has the soda fountain been either so popular or so beautiful and hygienic.

You may remember what these old soda fountains looked like—what poor provision they made to supply even their scanty trade.

What has wrought this great change—what has made the soda fountain a national institution—a comfort and necessity in the daily lives of men and women—not only during the hot summer time but the whole year 'round.

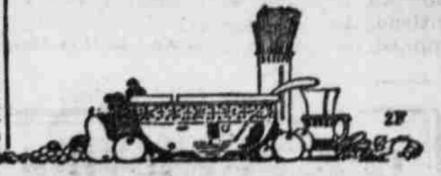


The answer lies in that delicious beverage Coca-Cola. Soon after its introduction at the fountains people began to ask more and more for this distinctive drink.

Along with its demand came the demand for more places that would serve it. Soda fountains sprang up everywhere, improving in beauty, neatness and attractive service. It is a fact that the part the soda fountain and all its allied industries have come to play in the economic life of the nation today is due largely to the stimulus given to it by Coca-Cola.

In the same way has the call for bottled beverages grown. In 1899 Coca-Cola in bottles was first put on the market and the same quick recognition and appreciation was accorded to it in this form as

was so evident in the fountain trade. The same principles of purity, goodness and deliciousness made another astounding record of growth possible. Bottling plants have been established all over the country to take care of this branch. Just think of it—over 90,000,000 glasses and bottles of Coca-Cola are drunk every month. So—just as much as is the soda fountain a national institution so is Coca-Cola the National Beverage.



suffrage. I do not consider it necessary to review the arguments usually advanced on the one side or the other, as my own convictions proceed from a somewhat different point of view. Some time ago a consideration of our economic conditions and tendencies, of the position of women in gainful occupations, of the nature and course of the demand, led me to the conclusion that the granting of suffrage to women is inevitable. Opposition may delay but, in my judgment, can not defeat this movement. Nor can I see any advantages in the delay which can possibly offset the disadvantages which are necessarily incident to the continued agitation. Facts should be squarely met. We shall have a constantly intensified effort and a distinctly feminist movement constantly perfecting its organization to the subversion of normal political issues. We shall have a struggle, increasing in bitterness, which I believe to be inimical to our welfare. If women are to have the vote, as I believe they are, it seems to me entirely clear that in the interest of the public life of this country the contest should be ended promptly. I favor the vote for women.

Confronting every effort to improve conditions is the menace of incompetent administration. It is an extraordinary notion that democracy can be faithfully served by inexperience. Democracy needs exact knowledge, special skill, and thorough training in its servants. I have already spoken

of the disregard of proper standards in numerous instances, in appointments to the diplomatic service. Unfortunately there has been a similar disregard of executive responsibility in appointments to important administrative positions in our domestic service. Even with respect to technical bureaus the demands of science have been compelled to yield to the demands of politics.

THE CIVIL-SERVICE LAWS

We have erected against importunities of spoilsmen the barriers of the civil-service laws, but under the present administration enactments providing for the creation of large numbers of places have been deliberately removed from the merit system. The principles of our civil-service laws have been shamelessly violated. We stand for fidelity to these principles and their consistent application. And, further, it is our purpose that administrative chiefs shall be men of special competence eminently qualified for their important work.

Our opponents promised economy, but they have shown a reckless extravagant and profligate. They have been wasteful and profligate. It is time that we had fiscal reform. We demand a simple businesslike budget. I believe it is only through a responsible budget, proposed by the executive, that we shall avoid financial waste

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